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DM-226277

MEMORANDUM TO DEPUTY MINISTER

PUBLIC OPINION RESEARCH **IN SUPPORT OF ENVIRONMENT AND CLIMATE CHANGE CANADA** **DEPARTMENTAL PRIORITIES**

(For Decision and Signature)

TIMELINE

Your decision is requested **by January 31, 2018**.

PURPOSE

- To demonstrate how POR at Environment and Climate Change Canada aligns with departmental priorities.
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- To seek approval for the proposed phased approach for the Department's 2017/2018 - 2018/2019 POR Plan.

SUMMARY

- The Public Opinion Research team proposes a phased approach in support of four identified departmental priorities: Climate Change, Clean Growth, Nature and Cumulative Effects/ Impact Assessment:
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EcoLogo® Paper / Papier Eco-Logo®



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BACKGROUND

This briefing note aligns both previously and newly proposed Public Opinion Research at ECCC under four identified departmental priorities. The priorities are as follows: Climate Change, Clean Growth, Nature, and Cumulative Effects/ Impact Assessment.

1. Climate Change

Existing Research:

- ECCC's Public Opinion Research on Climate Change conducted in 2016
- Public Opinion Research on Natural Resource Issues 2017
- Public Perceptions of Climate Change and Health, 2017 (includes adaptation and resilience)
- Health Canada Research on Climate Change 2016
- Privy Council Office – Focus Groups research with Canadians conducted quarterly since June 2016

Objectives of proposed research:

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Identified future research:

2. Clean Growth (sustainable enterprise, industry and community development)

Existing Research:

- Canadian Federation of Independent Business 2016 National Environment Survey

Objectives of proposed research:

Identified future research:

3. Nature (conservation, biodiversity, ecosystems)

Existing Research: Not available

Objectives of proposed research:

Identified future research:

4. Cumulative effects / Impact Assessment

Existing Research:

- Public Opinion Research on Climate Change 2016 explored how Canadians' current practices contributed to climate change, through their use of transportation, and at-home energy consumption
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Objectives of proposed research:

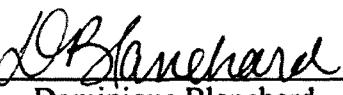
Identified future research:

PROPOSED APPROACH

1.

2.

NEXT STEPS



Dominique Blanchard
Assistant Deputy Minister
Public and Indigenous Affairs and
Ministerial Services

I concur

I do not concur

Stephen Lucas
Deputy Minister
c.c. Martine Dubuc

Martine Dubuc
Associate Deputy Minister
cc. Stephen Lucas